

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:  
**Stephen A. Ewald**

Confirmation No.: **6111**

Application No.: **10/672,133**

Group Art Unit: **3625**

Filing Date: **September 26, 2003**

Examiner: **Mark A. Fadok**

For: **SYSTEM AND METHOD FOR PURCHASING LINKED BROADCAST MEDIA**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**REPLY PURSUANT TO 37 CFR § 1.114 and CFR § 1.116**

In response to the Official Action dated **July 23, 2010**, reconsideration is respectfully requested in view of the amendments and/or remarks as indicated below:

- ☐ **Amendments to the Specification** begin on page of this paper.
- ☒ **List of the Claims** are reflected in the listing of the claims which begins on page 2 of this paper.
- ☐ **Amendments to the Drawings** begin on page of this paper and include an attached replacement sheet.
- ☒ **Remarks** begin on page 6 of this paper.
- ☐ **Request For Refund** submitted herewith.
- ☒ The Commissioner is hereby authorized to charge any fee deficiency, charge any additional fees, or credit any overpayment of fees, associated with this application in connection with this filing, or any future filing, submitted to the U.S. Patent and Trademark Office during the pendency of this application, to Deposit Account No. 23-3050.